



COURSE SYLLABUS: 2021 Fall

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Preferred Form of Communication: Email (always put course number in the subject line)
Communication Response Time: within 24 hours, no later than 48 hours (weekends)

To protect your academic privacy, please always send me emails from your tamuc.edu email. Please use emails to ask me questions. This is the fastest way to reach me.

COURSE INFORMATION

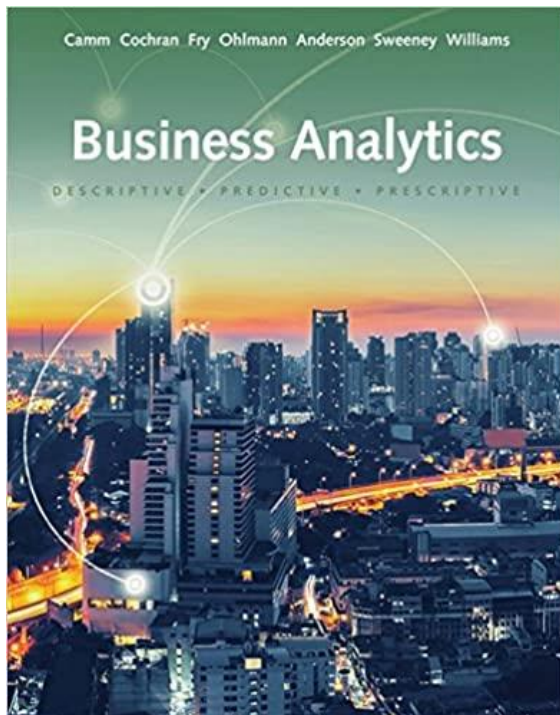
Required Text and Materials:

Textbook: Business Analytics (3rd edition)

Author: Camm/Cochran/Fry/Ohlmann/Anderson/Sweeney/Williams

ISBN-13: 978-1337406420

ISBN-10: 133740642



Required Statistical Software:

Analytical Solver: Students will need to purchase a 140-day licensing during or after a free 15-day trial period. The cost for student licenses, provided they have a valid "coupon code" (which will be the course code I provide), will be \$25, a 75% discount from normal \$100 140-day license.

Microsoft Excel (2010 is recommended)

Course Description

This course teaches graduate students the process of analyzing big data and discovering new information to support management decision making. Topics include the analysis of production data, analysis and management, and marketing research analysis.

Student Learning Outcomes

1. Understand the concept of business analytics.
2. Use spreadsheets for examining data and building decision models.
3. Apply linear regression and time series analysis.
4. Apply linear and nonlinear optimization models to make business decision.
5. Use simulation models to understand the effect of uncertainty on decisions.

Minimal Technical Skills Needed

The course requires the use of the learning management system (D2L), and the use of Microsoft Word, Excel and PowerPoint to conduct assignments and presentations.

Instructional Methods

The course will use a combination of lecture ppts, videos and online discussions. The D2L environment will be used for class related material and document posting.

Student Responsibilities or Tips for Success in the Course

Regularly logging into the course website is required. Students are required to check their email at least once a day to avoid missing notifications and updates of course processes. Although the professor will send reminder emails when an assignment is due, it is students' responsibility to meet all deadlines. It is the responsibility of the student to ensure that all notifications and materials sent to the professor are received by the professor. You should plan your time carefully.

Deadlines are absolute:

All discussions, assignment and exams must be completed on the due date.

Late assignments can be accepted if they are late within 3 days but the grade will be reduced by 20% points. However, if the assignment is more than 3 days late, the grade will be zero.

Students will be given two "virtual tokens" to use in this class: one for a 24-hour assignment extension and one for an exam retake. Email me the day you would like to use your token. You can also earn one extra token if you do a selected extra assignment. Each token is worth 2 points towards a total grade. If you don't use the token at all, I will add the 4 points on your final grade.

The class tokens are not transferable between students and cannot be used for the final paper or final exam.

Email Policy:

When you send me email, be sure to include the course title (BUS501) and section number in the subject line. I receive more than 50 emails a day. To ensure that your email reaches my inbox and reduce confusions, do include your course title and section number in your email subject line.

Academic Honesty Policy

Students are required to sign and return the academic honesty policy document during the first week of the class. Any form of cheating is not allowed or tolerated in this class and will be reported to the college and graduate school. The cheating includes but is not limited to: copying, lying, copying from another's assignment or test, changing the answers on an exam or assignment for re-grade, assisting another student in doing dishonest behavior.

GRADING

Your grade will be determined by your performance on 3 exams, and 6 assignments. The point distribution for the course is as follows:

- 3 Exams (200 points) 40%
- 5 Individual Assignments (500 points: 1 @ 100 points) 60%
- Total (400 points)

The following scale will be used to assign final grades based on the percentage conversion:

SCORE	≥ 90	80-89.9	70-79.9	60-69.9	< 60
GRADE	A	B	C	D	F

Assessments

	Points	Percentage in grade	Relating to Outcome
Exams	200	50%	1,2,3,4,5
Individual Assignment	500	50%	1,2,3,4,5
Total	700		

Exams.

Three exams will be given during the semester. These exams will cover textbook readings, lecture material, videos, and even possible guests' lectures. Basically, you are responsible for all of the material presented in the class. There is no make-up exam. Each exam time limit is

approximately 2 hours. You will not be able to print exams. Exams are not resettable. Access to the exams will be restricted after the due date.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

Email Response:

The preferred method of communication is through emails. I usually respond within 24 hours (generally quicker than that). In weekend, the response time can be 48 hours.

Assignment Policy

All assignments will be graded within one week, or at least no more than 10 days after the due date. Some students might turn in the assignment earlier than the due date. I usually grade all assignment together unless you make specific requirement.

COURSE AND UNIVERSITY PROCEDURES/POLICIES**Course Specific Procedures/Policies****Deadline**

Deadline is absolute. Missed assignments and exams will result in 0 points. Under exceptional conditions, a late assignment maybe accepted with the permission from the professor. However, under no circumstances will an assignment be accepted more than one week late.

Time Zone:

The default time zone is Central Standard Time (CST) for all assignments, exams, discussions etc.

Extra credit policy:

NO extra credits will be awarded for individual students. Don't attempt to ask for individual extra credit at the end of semester to raise your grade. It is not fair to other students.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures**Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

University's Pandemic Response

“A&M-Commerce requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students’ Rights and Responsibilities as a violation of the student Code of Conduct. “

“Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.”

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center’s crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

COURSE OUTLINE / CALENDAR

COURSE SCHEDULE 2020 Fall

Week	Monday	Topic	Chapter	Assignment	Due date
Week 1	8/30/2021	Introduction/ Descriptive	1-2	Academic Policy	9/5/2021
Week 2	9/6/2021	Data Visualization	3	Movie case	9/12/2021
Week 3	9/13/2021	Descriptive Data Mining	4		
Week 4	9/20/2021	Descriptive Data Mining	4	Q21	9/22/2021
Week 5	9/27/2021	Exam 1	2-4		9/27-10/3
Week 6	10/4/2021	Linear Regression	7	Q11	
Week 7	10/11/2021	Time Series Analysis	8		
Week 8	10/18/2021	Spreadsheet	10		
Week 9	10/25/2021	Exam 2	7 8 10		10/25-10/30
Week 10	11/1/2021	Linear Optimization	12		
Week 11	11/8/2021	Linear Optimization	12	Q5	11/14/2021
Week 12	11/15/2021	Integer Linear Opti.	13		
Week 13	11/22/2021	Nonlinear Optimization	14	Q6	11/28/2021
Week 14	11/29/2021	Decision Analysis	15		

Week 15 12/6/2021 **Exam 3** 12-15 Exam 3 12/6-12/12

Note: The due date is usually the Sunday midnight.

The above schedule is subject to change at the discretion of the instructor.